MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2022/ 2023 (TERM ID 2230)

BMK2144 – INTEGRATED MARKETING COMMUNICATION

(All sections / Groups)

6 October 2023
9.00 am – 11.00 am
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 2 pages (including cover page) with 4 Questions only.
2. Answer **ALL** the questions. The distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

Answer all the questions (100 marks)

QUESTION 1

Creative execution pertains to how an advertising appeal is implemented. A single appeal might be expressed through various execution techniques. Discuss FIVE advertising execution techniques and provide examples of advertisements that utilize these techniques.

(Total 25 marks)

QUESTION 2

Since the mid-1980s, there has been a notable shift in marketers' promotional budgets: allocations for both consumer and trade promotions have risen, while those for media advertising have decreased. Discuss FIVE reasons behind the growing expenditure on sales promotion.

(Total 25 marks)

QUESTION 3

Personal selling plays a pivotal role in achieving promotional success and should be seamlessly integrated with the promotional mix. Discuss how personal selling can be integrated with FIVE other elements of the promotion mix.

(Total 25 marks)

QUESTION 4

Social media platforms have significantly influenced the dynamics of publicity.

i. Analyse how social networks can be a double-edged sword for companies concerning publicity. (12m)

ii. List TWO advantages and TWO disadvantages of publicity. (8m)

iii. Cite an instance that showcases the profound impact of publicity. (5m)

(Total 25 marks)

End of page.